

# UNITE

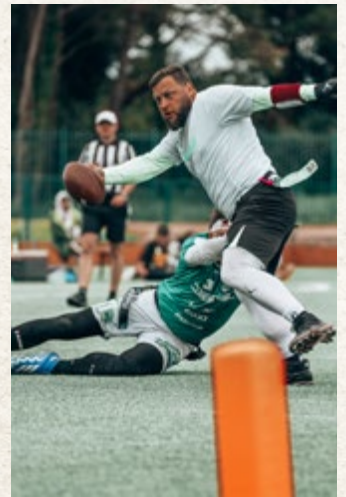
## YOUR BRAND WITH OUR COMMUNITY

### LJUBLJANA FROGS



**SPONSORSHIP  
PROPOSAL**





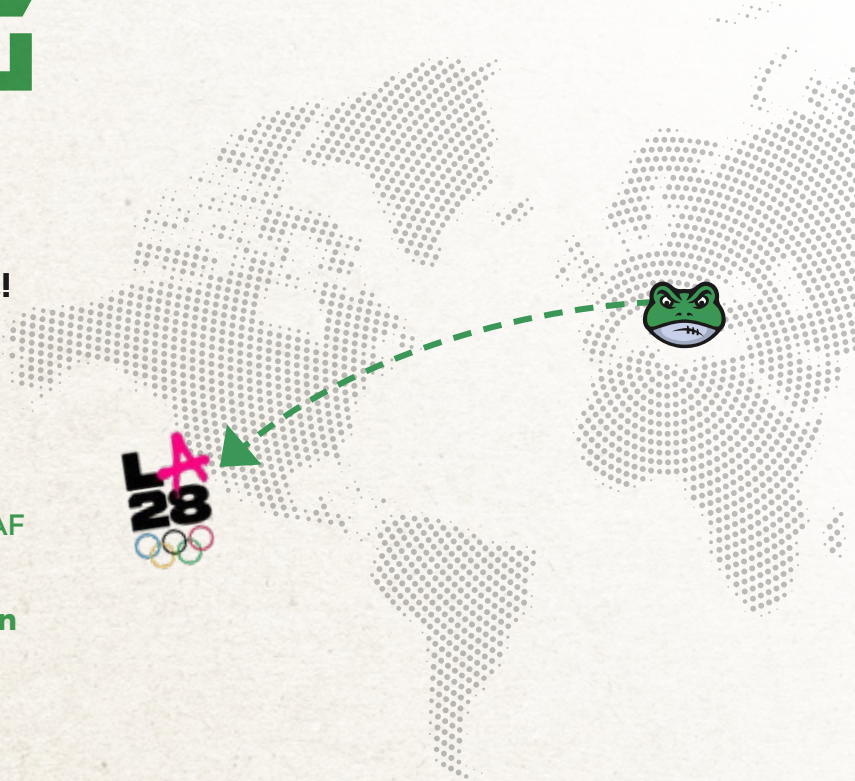
# MARKETING POTENTIAL

## THE RISING MOMENTUM OF FLAG FOOTBALL!

20 million players globally taking the leap towards the Olympic dream in Los Angeles 2028.

Scott Hallenbeck, USA Football CEO and IFAF Board VP, enthusiastically stated,

“We refer to it as a train going 150 miles an hour down the track. It’s super impressive how fast it’s growing, particularly on the girls’ and women’s side.”



## A COMMUNITY

# 20

## AND GROWING



# WHAT THE KVAK IS FLAG FOOTBALL?

Flag Football is non - contact version of American football where players must remove a flag attached to the waist of the barr carrier instead of tackling to stop them.

## MORE ABOUT FLAG



SCAN OR CLICK

ABOUT



It is the second fastest growing sport in the world with padel.



The field is 70 yards long and 25 yards wide.



It's very athletic sport mixed with tactical approach called playbook.



The time is 2 x 20 minutes per game with 2 minute warning and 2 time-outs.



Globally, the sport is played by close to 20 million people in more than 100 countries From USA all the way to Papua New Guinea.



It's made for all genders, ages and pysical therefore it has a global reach.



The sport is currently under the International Olympic Committee (IOC)



# WHO ARE WE?

## THE TIMELINE

In 2019, the Ljubljana Frogs Flag football club was founded by dedicated athletes with a vision to raise the bar of professionalism in amateur sports. Our goal was, and remains, to prioritize our players' well-being, maintain the integrity of our beloved game, and heighten awareness both within our local community and on a global scale.

Despite being newcomers, our dedication and unwavering commitment set us apart. We proudly secured second place in the 2022 season and have increased our sights. Our aspirations include becoming the first professional flag football club in Europe and ensuring that at least half of our team represents the 2028 Olympics in Los Angeles.

Our yearly budget of 25,000 euros caters to all our needs, including food, water, gear, infrastructure, travel expenses, coaching staff, physiotherapy, and our dedicated media team.



### 2019

when it all began

### 2020

first official season in the Slovenian flag football league 8-8 score 5th place (9 teams)

Signing first international player - RJ Williamson from the USA

### 2021

second season in the SFFL 11-5 score, 4th place (8 teams), lost in the semi-finals.

Errea Bowl, First international tournament in Ljubljana 3rd place (8th teams)

Getting together with ND Črnuče and working towards the same goal - the best possible infrastructure.

### 2022

10-5 score in the SFFL, 2nd place (7 teams), lost in the finals by 10 points. Signing second international player Ivan Caballero Collado from Spain

Went to the first Adria Bowl international tournament in Croatia, 4th place (24 teams)

### 2023

recruiting the first paid coach in Europe for flag football, Aleš Zakšek. Bringing the infrastructure to another level  
Went to the second Adria Bowl international tournament in Croatia, 11th place (24 teams)

### 2024

organizing the first LOT (Legends of Tomorrow) tournament in Ljubljana on August (24-25th), eight international teams IFAF Rules.

Organizing FREE LOT clinics for referees, coaches, and sports clubs (how to run their nonprofit organization and raise funds)

### 2025

establishing first youth team (15-17 years old), and women team.

Organizing the second LOT (Legends of Tomorrow) tournament in Ljubljana on August (24-25th), eight international teams IFAF Rules. Organizing FREE LOT clinics for referees, coaches, and sports clubs (how to run their nonprofit organization and raise funds)

### 2026

### 2027

### 2028



# WHAT THE KVAK

## IS OUR STORY AND WHY THEY CALL US FROGS?

People from Ljubljana are called “zabarji” because of the historical fact that the city was situated in an area with many marshes and swampy terrain. This meant many frogs and other marshland creatures were in this area.

Because frogs are characteristic of this part of Slovenia, they became a recognizable symbol of Ljubljana and its inhabitants. Over time, this symbol became the nickname “zabarji”, which stuck among the city’s residents. And “zabarji” used the word regularly, which means - what in English - and people thought they were making frog noises.

There are other theories about the nickname’s origin, but the connection between frogs and Ljubljana is widely accepted and well-known among the city’s inhabitants. Today, the people of Ljubljana proudly call themselves “zabarji”; the nickname has become a part of their identity.

As we are masters in the Flag Football arena and pioneers in managing nonprofit organizations, we sought the wisdom and courage of Merlin, the magical Frog. Consequently, he chose to be our mascot and the face of our club. With his support, we’re..



# LEAPING TOWARDS GREATNESS



# NUMBERS IN FLAG FOOTBALL

Approximately 1000 teams of men, women, and youths participate in flag football across Europe.

Europe hosts around five significant tournaments annually, engaging over 5000 players and attracting 15,000 spectators.

In Tampa, USA, a World tour championship takes place, involving 1000 teams and 15,000 individual players.

Increasingly, flag football is viewed as a semi-professional sport within the European Union, with its popularity on social media growing. For instance, one of our videos has garnered over 500,000 views.



1000  
TEAMS

15.000  
PLAYERS

150.000  
SPECTATORS

500.000  
VIEWS



# OUR NUMBERS

## COMPARING:

UK - London Smoke 1221 followers  
Germany- Walldorf Wanderers 2135 followers  
Spain - Valencia Firebats 2985 followers  
Austria - Vienna Vipers 587 followers  
Italy - Arona65ers 694 followers  
France - Sphinx De Pau 1544 followers  
Denmark - Sollerod Gold Diggers 1873 followers  
Mexico - Federation 14.000 followers  
USA - USA FLAG 83.000 followers



8600  
INSTAGRAM

500.000  
WEBSITE





## PHILOSOPHY

We aim to assist other clubs in addressing numerous challenges, including dealing with gear manufacturers, planning training and finances, securing sponsorships, and resolving infrastructure issues.

Our goal extends beyond merely being ambassadors for companies and the sport;  
*We are committed to giving back to the community and the environment using our knowledge and expertise.*

## MISSION

Our mission is to foster champions both on the field and in life. We strive to equip our players for life's challenges through experiences of victories and defeats. Furthermore, our goal is to clinch as many championships as possible.

## VISION

We strive to serve as a prime model for professionally operating an amateur sports club.

## GOAL

Our objective is to be exceptional representatives for the brands collaborating with us. We aim to aid them in reaching a broader audience, increasing brand visibility, and capitalizing on potential revenue streams.



# LJUBLJANA FROGS

## 10-YEAR GOALS



### SEND

To send at least half our young team to the Olympics in 2028.



### PLAY

To play as a national team in the World Cup in 2024 in Finland and the European championship in 2025.



### BRING

Bring to Slovenia two best foreign players to Ljubljana, to play for Ljubljana Frogs.



# SPONSORS ORSHIP

Sponsors provide a vital source of income for Ljubljana Frogs to maintain facilities and equipment and pay expenses.

Sponsorships create more opportunities for young players to participate in events and tournaments and get experience in sports and life.

Sponsorship helps Ljubljana Frogs to raise its profile and reach a wider audience through marketing and branding initiatives.

Brands that support Ljubljana Frogs show a commitment to the local community and invest in the development of the sport, creating a positive image for the brand.

Fans and supporters may be more likely to engage with and purchase products from brands that sponsor their favorite sports clubs.

**“LEAPING TOWARDS GREATNESS.”**



# THE MANY BENEFITS OF SPONSORSHIP

- ✓ LOGO BRANDING AND SALES PROMOTION
- ✓ DIGITAL MARKETING
- ✓ CONTENT MARKETING
- ✓ EVENTS AND PROMOTIONS
- ✓ COMMUNITY OUTREACH
- ✓ VIP HOSPITALITY





### MAIN SPONSOR

### GOLD SPONSOR

### SILVER SPONSOR

### BRONZE SPONSOR

10000 EUR

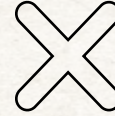
5000 EUR

3000 EUR

1000 EUR



LOGO PLACEMENT:



EVENT SPONSORSHIP:



ADVERTISING AND MEDIA COVERAGE:



VIP EXPERIENCES:



SOCIAL MEDIA PROMOTION:



PRODUCT PLACEMENT AND GIVEAWAYS:



BRAND ACTIVATION:





### **LOGO PLACEMENT:**

Sponsor's logo on both team jerseys (home, away), whole chest, merchandise, website, social media channels, and any other promotional materials, logo on warm-ups T-shirt (whole chest). A logo on the van (magnetic one), giving the prize to the best opposition player, logo on the flags, logo on the game balls.

### **EVENT SPONSORSHIP:**

The LOT project

### **ADVERTISING AND MEDIA COVERAGE:**

Advertising space during broadcasts, podcasts, and video interviews, as well as coverage in media releases and interviews with team members.

### **VIP EXPERIENCES:**

Exclusive access to VIP experiences, such as meeting the team, attending practices, or participating in game-day activities.

### **SOCIAL MEDIA PROMOTION:**

Utilize social media channels to promote the sponsor's brand, including mentions and links to their website, and create video content, designs, case studies, funny TikToks, and Reels...

### **PRODUCT PLACEMENT AND GIVEAWAYS:**

Allow the sponsor to provide product samples, coupons, or giveaways to the team's fans or players

### **BRAND ACTIVATION:**

The opportunity to create unique brand activation experiences at events, such as product demos or interactive games, the product promo code on their official website, landing page on our website, four blogs, and an unrestricted amount of Google AdWords for 15.000\$ eur per year, promo code in the bio of our profiles, and four reels per month with CTA.



# PERSONAL SPONSOR OF FROG PLAYER

## 240 EUR



### COMPLETELY TAILORED MADE OFFER:

It's common knowledge that sports can strain an athlete's finances, particularly at the professional level. Our goal is to demonstrate to our athletes the challenges of securing sponsorship and to expedite their return on investment through branding activities. The player you wish to sponsor will supply all the creative ideas.

### SOCIAL MEDIA PROMOTION:

Utilize social media channels to promote the sponsor's brand, including mentions and links to their website, and create video content, designs, case studies, funny TikToks, and Reels...

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# EXAMPLE

# #84

## LOGO BRANDING AND SALES PROMOTION



## DIGITAL MARKETING



## CONTENT MARKETING



## EVENTS AND PROMOTIONS



## COMMUNITY OUTREACH

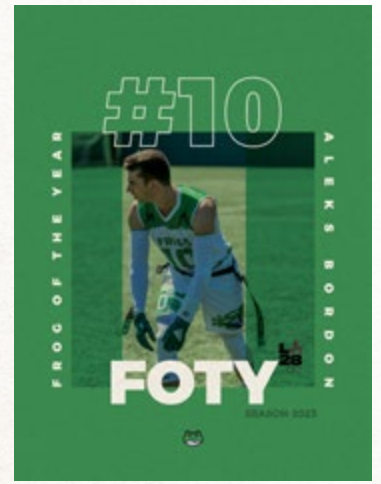


## VIP HOSPITALITY



OFFENSIVE PLAYER OF THE YEAR





# FROGS SUPPORTER AS A DONATOR

## 100 - 1000 EUR

We understand that not everyone can commit to a sponsorship of 1000 EUR or more, yet every contribution makes a significant impact. Donations ranging from 100 to 1000 EUR are invaluable in supporting our players with essential needs such as proper equipment, nutritional supplements, expert coaching, and other critical resources for their development and performance.

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We warmly invite you to make your donation to:

Športno Društvo Žabe  
Štihova ulica 13,  
1000 Ljubljana.

VAT number is 57486913

Banka Intesa San Paolo, SI56 1010 0005 8463 835

For any inquiries or further discussion on how your support can make a difference, please don't hesitate to reach out to us at [merlin@ljubljanafrogs.si](mailto:merlin@ljubljanafrogs.si).

Your support propels our athletes towards excellence, and for that, we are immensely grateful.

**THANK YOU  
FOR JUMPING  
INTO THE PONDS  
WITH US.**

**FACEBOOK**

